

# **U.S. Powder Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredient (Vitamin, Botanicals), By Type (OTC, Prescribed), By Application, By End-use, By Distribution Channel, By Ingredient-Application, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### Market Size & Trends

The U.S. powder dietary supplements market size was valued at USD 9.27 billion in 2024 and is anticipated to grow at a CAGR of 9.7% from 2025 to 2030. The market growth is attributed to the increasing consumer awareness about the importance of proactive health management, coupled with an aging population seeking to maintain vitality, is a key driver. This has led to a surge in demand for convenient and customizable supplement formats, which powders readily offer. Furthermore, the rising popularity of fitness and active lifestyles, particularly among younger demographics, contributes to the market's expansion, as these groups increasingly incorporate protein, performance, and electrolyte powders into their daily routines. The availability of diverse flavors, ingredient combinations, and targeted formulations also plays a significant role in attracting a wider consumer base.

Consumers are becoming more sensitive about ingredients, seeking natural, organic, and sustainably sourced options. This shift has led to increased demand for vegan protein powders, superfood blends, and powders free from artificial colors, flavors, and sweeteners. Transparency in labeling and ingredient sourcing is also becoming

crucial for brands to gain consumer trust and loyalty. Additionally, there's a rising trend towards personalized nutrition, with consumers seeking powders tailored to their specific health goals, dietary restrictions, and lifestyle needs. This is leading to the development of customized powder supplement blends and subscription services.

Powders are easy to transport, mix, and consume, making them ideal for on-the-go lifestyles. Their adaptability allows consumers to easily incorporate them into smoothies, shakes, baking recipes, and even simple water, further contributing to their appeal. The ability to customize dosages and flavor profiles is another advantage that fuels consumer demand, as individuals can tailor their supplement intake to their specific requirements and preferences. This ease of use and personalization is contributing significantly to the broader adoption of powder supplements across various demographics. Moreover, concerns surrounding artificial ingredients, additives, and synthetic compounds are driving consumers towards powder supplements formulated with natural sources and transparent labeling. This includes an increased interest in plant-based proteins, such as pea, soy, and rice protein, as well as botanicals, herbs, and adaptogens.

Technological advancements are also influencing the U.S. dietary supplements market. E-commerce platforms have become a dominant sales channel, offering consumers easy access to a broader range of products and brands. The rise of social media and influencer marketing further drives demand, as these channels effectively promote the benefits of powder supplements and build brand awareness. Moreover, advancements in formulation and manufacturing technologies enable the creation of more palatable and effective powder supplements, such as improved flavor masking and enhanced bioavailability of key ingredients. The use of AI and data analytics to understand consumer preferences and optimize product development is also emerging.

## U.S. Powder Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. powder dietary supplements market report on the basis of ingredient, type, application, end-user, distribution channel, and ingredient- application:

### Ingredient Outlook (Revenue, USD Million, 2018 - 2030)

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amin%li%Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Type Outlook (Revenue, USD Million, 2018 - 2030)

OTC

Prescribed

Application Outlook (Revenue, USD Million, 2018 - 2030)

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

End-use Outlook (Revenue, USD Million, 2018 - 2030)

Adults

Millennials

Male

Female

Pregnant Women

Non-pregnant Women

Gen X

Male

Female

Pregnant Women

Non-pregnant Women

Gen Z

Male

Female

Pregnant Women

Non-pregnant Women

Boomers

Male

Female

Geriatric

Children

Infants

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Practitioner

Others

Online

Amazon

Other Online Retail Stores

Ingredient-Application Outlook (Revenue, USD Million, 2018 - 2030)

Vitamin

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Multivitamin

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin A

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin B

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin C

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin D

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin K

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin E

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Botanicals

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Minerals

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Calcium

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Potassium

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Magnesium

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Iron

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Zinc

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Others

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Proteins & Amin%li%Acids

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Collagen

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Others

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Fibers & Specialty Carbohydrates

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Omega Fatty Acids

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Probiotics

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Prebiotics & Postbiotics

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Others

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Introduction Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Introduction Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Ingredient Outlook
- 2.3. Type Outlook
- 2.4. Application Outlook
- 2.5. End-User Outlook
- 2.6. Distribution Channel Outlook

### **CHAPTER 3. U.S. POWDER DIETARY SUPPLEMENTS MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Sales/Retail Channel Analysis
  - 3.2.2. Profit Margin Analysis
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Market Opportunities
  - 3.3.4. Market Challenges
- 3.4. Industry Analysis - Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

## **CHAPTER 4. U.S. POWDER DIETARY SUPPLEMENTS MARKET: CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. U.S. POWDER DIETARY SUPPLEMENTS MARKET: INGREDIENT ESTIMATES & TREND ANALYSIS**

- 5.1. U.S. Powder Dietary Supplements Market, By Ingredient: Key Takeaways
- 5.2. Ingredient Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Flavor, 2018 - 2030 (USD Million)
- 5.4. Vitamin
  - 5.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.4.2. Multivitamin
    - 5.4.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.4.3. Vitamin A
    - 5.4.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.4.4. Vitamin B
    - 5.4.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.4.5. Vitamin C
    - 5.4.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.4.6. Vitamin D
    - 5.4.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.4.7. Vitamin K
    - 5.4.7.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.4.8. Vitamin E
    - 5.4.8.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.5. Botanicals
  - 5.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.6. Minerals
  - 5.6.1. Calcium
    - 5.6.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.6.2. Potassium
    - 5.6.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

### 5.6.3. Magnesium

5.6.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

### 5.6.4. Iron

5.6.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

### 5.6.5. Zinc

5.6.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

### 5.6.6. Others

5.6.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## 5.7. Proteins & Amino Acids

### 5.7.1. Collagen

5.7.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

### 5.7.2. Others

5.7.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## 5.8. Fibers & Specialty Carbohydrates

5.8.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## 5.9. Omega Fatty Acids

5.9.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## 5.10. Probiotics

5.10.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## 5.11. Prebiotics & Postbiotics

5.11.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## 5.12. Others

5.12.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. U.S. POWDER DIETARY SUPPLEMENTS MARKET: TYPE ESTIMATES & TREND ANALYSIS**

### 6.1. U.S. Powder Dietary Supplements Market, By Type: Key Takeaways

### 6.2. Type Movement Analysis & Market Share, 2024 & 2030

### 6.3. Market Estimates & Forecasts, by Type, 2018 - 2030 (USD Million)

### 6.4. OTC

6.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

### 6.5. Prescribed

6.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. U.S. POWDER DIETARY SUPPLEMENTS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

### 7.1. U.S. Powder Dietary Supplements Market, By Application: Key Takeaways

- 7.2. Application Movement Analysis & Market Share, 2024 & 2030
- 7.3. Market Estimates & Forecasts, by Application, 2018 - 2030 (USD Million)
- 7.4. Energy & Weight Management
  - 7.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.5. Bone & Joint Health
  - 7.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.6. Gastrointestinal Health
  - 7.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.7. Immunity
  - 7.7.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.8. Cardiac Health
  - 7.8.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.9. Diabetes
  - 7.9.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.10. Anti-cancer
  - 7.10.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.11. Lungs Detox/Cleanse
  - 7.11.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.12. Skin/ Hair/ Nails
  - 7.12.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.13. Sexual Health
  - 7.13.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.14. Brain/Mental Health
  - 7.14.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.15. Insomnia
  - 7.15.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.16. Menopause
  - 7.16.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.17. Anti-aging
  - 7.17.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.18. Prenatal Health
  - 7.18.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.19. Others
  - 7.19.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. U.S. POWDER DIETARY SUPPLEMENTS MARKET: END-USER ESTIMATES & TREND ANALYSIS**

### **8.1. U.S. Powder Dietary Supplements Market, By End-User: Key Takeaways**

*U.S. Powder Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredient (Vitamin, Botanicals...*

- 8.2. End-User Movement Analysis & Market Share, 2024 & 2030
- 8.3. Market Estimates & Forecasts, by Flavor, 2018 - 2030 (USD Million)
- 8.4. Adults
  - 8.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.4.2. Millennials
    - 8.4.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.2.1.1. Male
        - 8.4.2.1.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.2.1.2. Female
        - 8.4.2.1.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
        - 8.4.2.1.2.2. Pregnant Women
          - 8.4.2.1.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
        - 8.4.2.1.2.3. Non-pregnant Women
          - 8.4.2.1.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.4.3. Gen X
    - 8.4.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.3.1.1. Male
        - 8.4.3.1.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.3.1.2. Female
        - 8.4.3.1.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
        - 8.4.3.1.2.2. Pregnant Women
          - 8.4.3.1.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
        - 8.4.3.1.2.3. Non-pregnant Women
          - 8.4.3.1.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.4.4. Gen Z
    - 8.4.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.4.1.1. Male
        - 8.4.4.1.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.4.1.2. Female
        - 8.4.4.1.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
        - 8.4.4.1.2.2. Pregnant Women
          - 8.4.4.1.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
        - 8.4.4.1.2.3. Non-pregnant Women
          - 8.4.4.1.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.4.5. Boomers
    - 8.4.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.5.1.1. Male
        - 8.4.5.1.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
      - 8.4.5.1.2. Female

8.4.5.1.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

8.5. Geriatric

8.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

8.6. Children

8.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

8.7. Infants

8.7.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 9. U.S. POWDER DIETARY SUPPLEMENTS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

9.1. U.S. Powder Dietary Supplements Market, By Distribution Channel: Key Takeaways

9.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030

9.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)

9.4. Offline

9.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.4.2. Hypermarkets/Supermarkets

9.4.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.4.3. Pharmacies

9.4.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.4.4. Specialty Stores

9.4.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.4.5. Practitioner

9.4.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.4.6. Others

9.4.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.5. Online

9.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.5.2. Amazon

9.5.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

9.5.3. Other Online Retail Stores

9.5.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 10. U.S. POWDER DIETARY SUPPLEMENTS MARKET: INGREDIENT-APPLICATION ESTIMATES & TREND ANALYSIS**

10.1. Market Estimates & Forecasts, by Ingredient-Application, 2018 - 2030 (USD Million)

## 10.2. Vitamin

10.2.1. Energy & Weight Management

10.2.2. Bone & Joint Health

10.2.3. Gastrointestinal Health

10.2.4. Immunity

10.2.5. Cardiac Health

10.2.6. Diabetes

10.2.7. Anti-cancer

10.2.8. Lungs Detox/Cleanse

10.2.9. Skin/ Hair/ Nails

10.2.10. Sexual Health

10.2.11. Brain/Mental Health

10.2.12. Insomnia

10.2.13. Menopause

10.2.14. Anti-aging

10.2.15. Prenatal Health

10.2.16. Others

10.2.17. Multivitamin

10.2.17.1. Energy & Weight Management

10.2.17.2. Bone & Joint Health

10.2.17.3. Gastrointestinal Health

10.2.17.4. Immunity

10.2.17.5. Cardiac Health

10.2.17.6. Diabetes

10.2.17.7. Anti-cancer

10.2.17.8. Lungs Detox/Cleanse

10.2.17.9. Skin/ Hair/ Nails

10.2.17.10. Sexual Health

10.2.17.11. Brain/Mental Health

10.2.17.12. Insomnia

10.2.17.13. Menopause

10.2.17.14. Anti-aging

10.2.17.15. Prenatal Health

10.2.17.16. Others

10.2.18. Vitamin A

10.2.18.1. Energy & Weight Management

10.2.18.2. Bone & Joint Health

10.2.18.3. Gastrointestinal Health

10.2.18.4. Immunity

- 10.2.18.5. Cardiac Health
- 10.2.18.6. Diabetes
- 10.2.18.7. Anti-cancer
- 10.2.18.8. Lungs Detox/Cleanse
- 10.2.18.9. Skin/ Hair/ Nails
- 10.2.18.10. Sexual Health
- 10.2.18.11. Brain/Mental Health
- 10.2.18.12. Insomnia
- 10.2.18.13. Menopause
- 10.2.18.14. Anti-aging
- 10.2.18.15. Prenatal Health
- 10.2.18.16. Others
- 10.2.19. Vitamin B
  - 10.2.19.1. Energy & Weight Management
  - 10.2.19.2. Bone & Joint Health
  - 10.2.19.3. Gastrointestinal Health
  - 10.2.19.4. Immunity
  - 10.2.19.5. Cardiac Health
  - 10.2.19.6. Diabetes
  - 10.2.19.7. Anti-cancer
  - 10.2.19.8. Lungs Detox/Cleanse
  - 10.2.19.9. Skin/ Hair/ Nails
  - 10.2.19.10. Sexual Health
  - 10.2.19.11. Brain/Mental Health
  - 10.2.19.12. Insomnia
  - 10.2.19.13. Menopause
  - 10.2.19.14. Anti-aging
  - 10.2.19.15. Prenatal Health
  - 10.2.19.16. Others
- 10.2.20. Vitamin C
  - 10.2.20.1. Energy & Weight Management
  - 10.2.20.2. Bone & Joint Health
  - 10.2.20.3. Gastrointestinal Health
  - 10.2.20.4. Immunity
  - 10.2.20.5. Cardiac Health
  - 10.2.20.6. Diabetes
  - 10.2.20.7. Anti-cancer
  - 10.2.20.8. Lungs Detox/Cleanse
  - 10.2.20.9. Skin/ Hair/ Nails

- 10.2.20.10. Sexual Health
- 10.2.20.11. Brain/Mental Health
- 10.2.20.12. Insomnia
- 10.2.20.13. Menopause
- 10.2.20.14. Anti-aging
- 10.2.20.15. Prenatal Health
- 10.2.20.16. Others
- 10.2.21. Vitamin D
  - 10.2.21.1. Energy & Weight Management
  - 10.2.21.2. Bone & Joint Health
  - 10.2.21.3. Gastrointestinal Health
  - 10.2.21.4. Immunity
  - 10.2.21.5. Cardiac Health
  - 10.2.21.6. Diabetes
  - 10.2.21.7. Anti-cancer
  - 10.2.21.8. Lungs Detox/Cleanse
  - 10.2.21.9. Skin/ Hair/ Nails
  - 10.2.21.10. Sexual Health
  - 10.2.21.11. Brain/Mental Health
  - 10.2.21.12. Insomnia
  - 10.2.21.13. Menopause
  - 10.2.21.14. Anti-aging
  - 10.2.21.15. Prenatal Health
  - 10.2.21.16. Others
- 10.2.22. Vitamin K
  - 10.2.22.1. Energy & Weight Management
  - 10.2.22.2. Bone & Joint Health
  - 10.2.22.3. Gastrointestinal Health
  - 10.2.22.4. Immunity
  - 10.2.22.5. Cardiac Health
  - 10.2.22.6. Diabetes
  - 10.2.22.7. Anti-cancer
  - 10.2.22.8. Lungs Detox/Cleanse
  - 10.2.22.9. Skin/ Hair/ Nails
  - 10.2.22.10. Sexual Health
  - 10.2.22.11. Brain/Mental Health
  - 10.2.22.12. Insomnia
  - 10.2.22.13. Menopause
  - 10.2.22.14. Anti-aging

- 10.2.22.15. Prenatal Health
- 10.2.22.16. Others
- 10.2.23. Vitamin E
  - 10.2.23.1. Energy & Weight Management
  - 10.2.23.2. Bone & Joint Health
  - 10.2.23.3. Gastrointestinal Health
  - 10.2.23.4. Immunity
  - 10.2.23.5. Cardiac Health
  - 10.2.23.6. Diabetes
  - 10.2.23.7. Anti-cancer
  - 10.2.23.8. Lungs Detox/Cleanse
  - 10.2.23.9. Skin/ Hair/ Nails
  - 10.2.23.10. Sexual Health
  - 10.2.23.11. Brain/Mental Health
  - 10.2.23.12. Insomnia
  - 10.2.23.13. Menopause
  - 10.2.23.14. Anti-aging
  - 10.2.23.15. Prenatal Health
  - 10.2.23.16. Others
- 10.3. Botanicals
  - 10.3.1. Energy & Weight Management
  - 10.3.2. Bone & Joint Health
  - 10.3.3. Gastrointestinal Health
  - 10.3.4. Immunity
  - 10.3.5. Cardiac Health
  - 10.3.6. Diabetes
  - 10.3.7. Anti-cancer
  - 10.3.8. Lungs Detox/Cleanse
  - 10.3.9. Skin/ Hair/ Nails
  - 10.3.10. Sexual Health
  - 10.3.11. Brain/Mental Health
  - 10.3.12. Insomnia
  - 10.3.13. Menopause
  - 10.3.14. Anti-aging
  - 10.3.15. Prenatal Health
  - 10.3.16. Others
- 10.4. Minerals
  - 10.4.1. Energy & Weight Management
  - 10.4.2. Bone & Joint Health

- 10.4.3. Gastrointestinal Health
- 10.4.4. Immunity
- 10.4.5. Cardiac Health
- 10.4.6. Diabetes
- 10.4.7. Anti-cancer
- 10.4.8. Lungs Detox/Cleanse
- 10.4.9. Skin/ Hair/ Nails
- 10.4.10. Sexual Health
- 10.4.11. Brain/Mental Health
- 10.4.12. Insomnia
- 10.4.13. Menopause
- 10.4.14. Anti-aging
- 10.4.15. Prenatal Health
- 10.4.16. Others
- 10.4.17. Calcium
  - 10.4.17.1. Energy & Weight Management
  - 10.4.17.2. Bone & Joint Health
  - 10.4.17.3. Gastrointestinal Health
  - 10.4.17.4. Immunity
  - 10.4.17.5. Cardiac Health
  - 10.4.17.6. Diabetes
  - 10.4.17.7. Anti-cancer
  - 10.4.17.8. Lungs Detox/Cleanse
  - 10.4.17.9. Skin/ Hair/ Nails
  - 10.4.17.10. Sexual Health
  - 10.4.17.11. Brain/Mental Health
  - 10.4.17.12. Insomnia
  - 10.4.17.13. Menopause
  - 10.4.17.14. Anti-aging
  - 10.4.17.15. Prenatal Health
  - 10.4.17.16. Others
- 10.4.18. Potassium
  - 10.4.18.1. Energy & Weight Management
  - 10.4.18.2. Bone & Joint Health
  - 10.4.18.3. Gastrointestinal Health
  - 10.4.18.4. Immunity
  - 10.4.18.5. Cardiac Health
  - 10.4.18.6. Diabetes
  - 10.4.18.7. Anti-cancer

- 10.4.18.8. Lungs Detox/Cleanse
- 10.4.18.9. Skin/ Hair/ Nails
- 10.4.18.10. Sexual Health
- 10.4.18.11. Brain/Mental Health
- 10.4.18.12. Insomnia
- 10.4.18.13. Menopause
- 10.4.18.14. Anti-aging
- 10.4.18.15. Prenatal Health
- 10.4.18.16. Others
- 10.4.19. Magnesium
  - 10.4.19.1. Energy & Weight Management
  - 10.4.19.2. Bone & Joint Health
  - 10.4.19.3. Gastrointestinal Health
  - 10.4.19.4. Immunity
  - 10.4.19.5. Cardiac Health
  - 10.4.19.6. Diabetes
  - 10.4.19.7. Anti-cancer
  - 10.4.19.8. Lungs Detox/Cleanse
  - 10.4.19.9. Skin/ Hair/ Nails
  - 10.4.19.10. Sexual Health
  - 10.4.19.11. Brain/Mental Health
  - 10.4.19.12. Insomnia
  - 10.4.19.13. Menopause
  - 10.4.19.14. Anti-aging
  - 10.4.19.15. Prenatal Health
  - 10.4.19.16. Others
- 10.4.20. Iron
  - 10.4.20.1. Energy & Weight Management
  - 10.4.20.2. Bone & Joint Health
  - 10.4.20.3. Gastrointestinal Health
  - 10.4.20.4. Immunity
  - 10.4.20.5. Cardiac Health
  - 10.4.20.6. Diabetes
  - 10.4.20.7. Anti-cancer
  - 10.4.20.8. Lungs Detox/Cleanse
  - 10.4.20.9. Skin/ Hair/ Nails
  - 10.4.20.10. Sexual Health
  - 10.4.20.11. Brain/Mental Health
  - 10.4.20.12. Insomnia

- 10.4.20.13. Menopause
- 10.4.20.14. Anti-aging
- 10.4.20.15. Prenatal Health
- 10.4.20.16. Others
- 10.4.21. Zinc
  - 10.4.21.1. Energy & Weight Management
  - 10.4.21.2. Bone & Joint Health
  - 10.4.21.3. Gastrointestinal Health
  - 10.4.21.4. Immunity
  - 10.4.21.5. Cardiac Health
  - 10.4.21.6. Diabetes
  - 10.4.21.7. Anti-cancer
  - 10.4.21.8. Lungs Detox/Cleanse
  - 10.4.21.9. Skin/ Hair/ Nails
  - 10.4.21.10. Sexual Health
  - 10.4.21.11. Brain/Mental Health
  - 10.4.21.12. Insomnia
  - 10.4.21.13. Menopause
  - 10.4.21.14. Anti-aging
  - 10.4.21.15. Prenatal Health
  - 10.4.21.16. Others
- 10.4.22. Others
  - 10.4.22.1. Energy & Weight Management
  - 10.4.22.2. Bone & Joint Health
  - 10.4.22.3. Gastrointestinal Health
  - 10.4.22.4. Immunity
  - 10.4.22.5. Cardiac Health
  - 10.4.22.6. Diabetes
  - 10.4.22.7. Anti-cancer
  - 10.4.22.8. Lungs Detox/Cleanse
  - 10.4.22.9. Skin/ Hair/ Nails
  - 10.4.22.10. Sexual Health
  - 10.4.22.11. Brain/Mental Health
  - 10.4.22.12. Insomnia
  - 10.4.22.13. Menopause
  - 10.4.22.14. Anti-aging
  - 10.4.22.15. Prenatal Health
  - 10.4.22.16. Others
- 10.5. Proteins & Amino Acids

- 10.5.1. Energy & Weight Management
- 10.5.2. Bone & Joint Health
- 10.5.3. Gastrointestinal Health
- 10.5.4. Immunity
- 10.5.5. Cardiac Health
- 10.5.6. Diabetes
- 10.5.7. Anti-cancer
- 10.5.8. Lungs Detox/Cleanse
- 10.5.9. Skin/ Hair/ Nails
- 10.5.10. Sexual Health
- 10.5.11. Brain/Mental Health
- 10.5.12. Insomnia
- 10.5.13. Menopause
- 10.5.14. Anti-aging
- 10.5.15. Prenatal Health
- 10.5.16. Others
- 10.5.17. Collagen
  - 10.5.17.1. Energy & Weight Management
  - 10.5.17.2. Bone & Joint Health
  - 10.5.17.3. Gastrointestinal Health
  - 10.5.17.4. Immunity
  - 10.5.17.5. Cardiac Health
  - 10.5.17.6. Diabetes
  - 10.5.17.7. Anti-cancer
  - 10.5.17.8. Lungs Detox/Cleanse
  - 10.5.17.9. Skin/ Hair/ Nails
  - 10.5.17.10. Sexual Health
  - 10.5.17.11. Brain/Mental Health
  - 10.5.17.12. Insomnia
  - 10.5.17.13. Menopause
  - 10.5.17.14. Anti-aging
  - 10.5.17.15. Prenatal Health
  - 10.5.17.16. Others
- 10.5.18. Others
  - 10.5.18.1. Energy & Weight Management
  - 10.5.18.2. Bone & Joint Health
  - 10.5.18.3. Gastrointestinal Health
  - 10.5.18.4. Immunity
  - 10.5.18.5. Cardiac Health

- 10.5.18.6. Diabetes
- 10.5.18.7. Anti-cancer
- 10.5.18.8. Lungs Detox/Cleanse
- 10.5.18.9. Skin/ Hair/ Nails
- 10.5.18.10. Sexual Health
- 10.5.18.11. Brain/Mental Health
- 10.5.18.12. Insomnia
- 10.5.18.13. Menopause
- 10.5.18.14. Anti-aging
- 10.5.18.15. Prenatal Health
- 10.5.18.16. Others
- 10.6. Fibers & Specialty Carbohydrates
  - 10.6.1. Energy & Weight Management
  - 10.6.2. Bone & Joint Health
  - 10.6.3. Gastrointestinal Health
  - 10.6.4. Immunity
  - 10.6.5. Cardiac Health
  - 10.6.6. Diabetes
  - 10.6.7. Anti-cancer
  - 10.6.8. Lungs Detox/Cleanse
  - 10.6.9. Skin/ Hair/ Nails
  - 10.6.10. Sexual Health
  - 10.6.11. Brain/Mental Health
  - 10.6.12. Insomnia
  - 10.6.13. Menopause
  - 10.6.14. Anti-aging
  - 10.6.15. Prenatal Health
  - 10.6.16. Others
- 10.7. Omega Fatty Acids
  - 10.7.1. Energy & Weight Management
  - 10.7.2. Bone & Joint Health
  - 10.7.3. Gastrointestinal Health
  - 10.7.4. Immunity
  - 10.7.5. Cardiac Health
  - 10.7.6. Diabetes
  - 10.7.7. Anti-cancer
  - 10.7.8. Lungs Detox/Cleanse
  - 10.7.9. Skin/ Hair/ Nails
  - 10.7.10. Sexual Health

10.7.11. Brain/Mental Health

10.7.12. Insomnia

10.7.13. Menopause

10.7.14. Anti-aging

10.7.15. Prenatal Health

10.7.16. Others

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